

Message Text

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TO AMEMBASSY PRAGUE

AMEMBASSY WARSAW

AMEMBASSY MOSCOW

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SUBJECT: AGENDA FOR 1976 TRADE CENTER DIRECTOR'S
CONFERENCE, PARIS, FRANCE

PRAGUE FOR ROBERT FARRAND; WARSAW FOR ALEX HERTZBERG, TDC;
MOSCOW FOR THOMAS NILES

1. SUNDAY, JANUARY 25. 1830-2000: ICEBREAKER RECEPTION
AT INTER-CONTINENTAL FOR CONFERENCE PARTICIPANTS AND
EMBASSY ONLY.

2. MONDAY, JANUARY 26. 0830, ARRIVE AT TRADE CENTER;
0830-0900, CALL TO ORDER AND ANNOUNCEMENTS - RICHARD
GARNITZ, ACTING DIRECTOR, OFFICE OF INTERNATIONAL MARKETING,
AND CONFERENCE CHAIRMAN; 0900-0915, WELCOME AND OFFICIAL
OPENING OF THE CONFERENCE - ROBERT H. HARLAN, MINISTER
COUNSELOR FOR ECONOMIC AFFAIRS, AMERICAN EMBASSY, PARIS;
0915-0945, KEYNOTE ADDRESS - THE U.S. ECONOMY AND THE
WORLD MARKET - CHARLES W. HOSTLER, DEPUTY ASSISTANT
SECRETARY FOR INTERNATIONAL COMMERCE, DEPARTMENT OF
COMMERCE; 0945-1015, QUESTIONS & ANSWERS; 1015-1030,
COFFEE BREAK; 1030-1100, RECENT AND ANTICIPATED STATE/
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COMMERCE AGREEMENT DEVELOPMENTS AFFECTING THE TRADE CENTERS PROGRAM - CALVIN A. BERLIN, DIRECTOR, OFFICE OF COMMERCIAL AFFAIRS, DEPARTMENT OF STATE; 1100-1130, QUESTIONS & ANSWERS; 1130-1200, PRESENTATION OF SECRETARIAL MESSAGE TO THE CONFERENCE AND BIC'S VIEW OF THE TRADE CENTERS PROGRAM - CHARLES W. HOSTLER; 1200-1215, ADDRESS BY THE HONORABLE KENNETH RUSH, UNITED STATES AMBASSADOR TO FRANCE; 1215-1245, HOW THE PARTICIPATING BUSINESS COMMUNITY SEES THE TRADE CENTERS PROGRAM...ASSETS AND DEBITS - LOCAL BUSINESSMAN; 1245-1315, QUESTIONS & ANSWERS; 1315-1500, LUNCH; 1500-1545, OFFICE OF INTERNATIONAL MARKETING - PROGRESS OF TRADITIONAL AND DEVELOPMENT OF NEW PROGRAMS - PROMOTION AND INFORMATION - RICHARD GARNITZ; 1545-1630, QUESTIONS & ANSWERS; 1630-1715, THE COMMERCIAL SECTION/TRADE CENTER PARTNERSHIP; CAN IT BE MADE MORE EFFECTIVE? - JOHN Q. BLODGETT, COUNSELOR FOR COMMERCIAL AFFAIRS, AMERICAN EMBASSY, PARIS; 1715-1745, QUESTIONS & ANSWERS.

3. TUESDAY, JANUARY 27. 0815, ARRIVAL AT TRADE CENTER; 0830-0845, INTRODUCTION TO DAY'S AGENDA, ANNOUNCEMENTS - RICHARD GARNITZ; 0845-0915, OBJECTIVES, FUNCTIONS AND STAFFING OF A COMPARATIVELY LOW COST, HIGH FLEXIBILITY REGIONAL MARKETING PROMOTION CENTER - RICHARD GARNITZ; 0915-0945, OPEN DISCUSSION ON THE ABOVE PROPOSED PROGRAM; 0945-1000, COFFEE BREAK; 1000-1030, IS THE TRADITIONAL TRADE CENTER CONCEPT IN STEP WITH TODAY'S MARKET SITUATION? - GEORGE BORROWMAN, DIRECTOR, U.S. TRADE CENTER TOKYO, AND WALTER E. STADTLER, DIRECTOR, U.S. TRADE CENTER STOCKHOLM; 1030-1100, IS THE TIME RIPE FOR CONVERTING SOME OR ALL TRADE CENTERS INTO REGIONAL MARKETING PROMOTION CENTERS - EINAR O. OLSEN, DIRECTOR, U.S. TRADE CENTER, FRANKFURT; 1100-1130, ARE LARGE REGIONAL TRADE CENTERS IN EUROPE A POSSIBILITY? IMPACT ON THE NUMBER OF TRADE CENTERS, LOCATIONS, PROGRAM COST, STAFFING, FUNCTIONS - BRUCE W. STRONG, DIRECTOR, U.S. TRADE CENTER, PARIS; 1130-1230, OPEN DISCUSSION ON THE TRADE CENTER CONCEPT TODAY; 1230-1400, LUNCH; 1400-1430, POTENTIAL FOR SUCCESS OF DEPARTMENT OF STATE OPERATED CENTERS, SATELLITE TRADE CENTERS, MERCHANDISE MART/ UNCLASSIFIED

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SAMPLE DISPLAY SERVICE FACILITIES - JOHN D. PERKINS, DIRECTOR, TRADE PROMOTION FACILITY, SEOUL; 1430-1500, OPEN DISCUSSION; 1500-1530, POTENTIAL FOR COOPERATION FROM USIS AND OTHER U.S. GOVERNMENT ACTIVITIES IN SUPPORT OF THE TRADE CENTERS PROGRAM - ARTHUR P. LEONARD, DIRECTOR, U.S. TRADE CENTER, MEXICO CITY; 1530-1600, OPEN DISCUSSION; 1600-1615, COFFEE BREAK; 1615-1635,

THE ROLE OF THE TRADE CENTER DIRECTOR IN DEALING WITH GOVERNMENTS IN EMERGING AND EMERGENT MARKETS - PETER H. DAHMLOW, DIRECTOR, U.S. TRADE CENTER, TEHRAN; 1635-1700, OPEN DISCUSSION; 1700-1730, TRADE CENTER UTILIZATION PROBLEMS AND SOLUTIONS. ADDITIONAL USES OF THE TRADE CENTER - GEORGE J. CLAUSEN, DIRECTOR, U.S. TRADE CENTER, SINGAPORE; 1730-1830, OPEN DISCUSSION.

4. WEDNESDAY, JANUARY 28. 0815, ARRIVAL AT TRADE CENTER; 0830-0845, INTRODUCTION TO DAY'S AGENDA AND ANNOUNCEMENTS- RICHARD GARNITZ; 0845-0915, ELEVATING BSP ACTIVITIES TO A FULL-FLEDGED "LOCALLY-MOUNTED" MULTI-COMPANY EXHIBITION PROGRAM - ARTHUR R. POTHUISJE, DIRECTOR, U.S. TRADE CENTER, TAIPEI; 0915-0945, OPEN DISCUSSION; 0945-1000, COFFEE BREAK; 1000-1030, WOULD THE CONTRIBUTION OF THE TRADE CENTER'S EXHIBITION ACTIVITIES TO EXPORT PROMOTION BE ENHANCED BY MORE EXTENSIVE INVOLVEMENT IN, AND ASSISTANCE TO, U.S. BUSINESS IN INDEPENDENT TRADE FAIR PARTICIPATION? - WILLIAM B. WITMAN, DIRECTOR, U.S. TRADE CENTER, MILAN; 1030-1130, OPEN DISCUSSION; 1130-1200, CRITICAL REVIEW OF TRADITIONAL EXHIBITION AND PROMOTION TECHNIQUES WITH VIEW TO IMPROVING ATTENDANCE AND CAMPAIGN IMPACT - WALTER E. STADTLER; 1200-1300, OPEN DISCUSSION; 1300-1430, LUNCH; 1430-1500, HOW CAN THE THEME DEVELOPMENT PROCESS BE IMPROVED TO GENERATE THEMES WHICH BETTER REFLECT THE MARKETING OPPORTUNITIES ABROAD - GEORGE J. CLAUSEN; 1500-1545, OPEN DISCUSSION; 1545-1600, COFFEE BREAK; 1600-1630, THE TRADE CENTER ROLE IN THE MARKET RESEARCH PROGRAM - JAMES W. GOODSSELL, DIR., USTC, SYDNEY; 1630-1715, OPEN DISCUSSION; 1900-2030, COCKTAIL RECEPTION AT THE RESIDENCE OF MINISTER COUNSELOR ROBERT H. HARLAN.

5. THURSDAY, JANUARY 29. 0815, ARRIVAL AT TRADE CENTER;
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0830-0845, INTRODUCTION TO DAY'S AGENDA AND ANNOUNCEMENTS- JAMES A. MOORHOUSE, ASSISTANT DIRECTOR FOR RESOURCES, OIM, AND CONFERENCE CHAIRMAN; 0845-0915, BIC/OIM - RESOURCES; PROBLEMS AND SOLUTIONS - JAMES A. MOORHOUSE; 0915-0945, OPEN DISCUSSION; 0945-1015, EXAMINATION OF CONDITIONS OF PARTICIPATION IN TRADE CENTER SHOW ACTIVITIES - ARTHUR P. LEONARD; 1015-1100, OPEN DISCUSSION; 1100-1115, COFFEE BREAK; 1115-1145, INDUSTRY CONTRIBUTION STRUCTURES AND PROBLEMS. EXAMINATION OF THE STRUCTURE OF INDUSTRY CONTRIBUTIONS FOR TRADE CENTER SHOW ACTIVITIES - HOW CAN IT BE MADE MORE REALISTIC? - JAMES A. MOORHOUSE AND BRUCE W. STRONG; 1145-1300, OPEN DISCUSSION; 1300-1430, LUNCH; 1430-1500, IMPROVED CRITERIA FOR A MORE REALISTIC TRADE CENTER UTILIZATION MEASUREMENT - CHARLES M. SHAW;

,500-1600, OPEN DISCUSSION; 1600-1615, COFFEE BREAK;
1615-1645, THE FIELD OFFICE AND THE TRADE CENTER -
JOHN P. GLEASON, DEPUTY ASSISTANT SECRETARY FOR FIELD
OPERATIONS; 1645-1715, OPEN DISCUSSION; 1715-1800,
FIRST SESSION OF WORKING TEAMS.

6. FRIDAY, JANUARY 30. 0830, ARRIVAL AT TRADE CENTER;
0845-1030, SECOND SESSION OF WORKING TEAMS; 1030-1045,
COFFEE BREAK; 1045-1345, REVIEW OF TEAM FINDINGS AND
VOTING ON RECOMMENDATIONS; 1345-1400, CLOSING REMARKS -
CHARLES W. HOSTLER AND RICHARD GARNITZ. KISSINGER

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